PHILIP MORRIS U.S.A.

MARKETING RESEARCH DEPARTMENT REPORT

MRD #: 87057

DATED: August 11, 1987

TO: J. Raporte

CC: D. Tso

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SUBJECT: Cambridge Lights Awareness/Trial Module
1987 Spring Tracking Study

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BACKGROUND/METHOD

As part of the 1987 Spring Tracking Study, a se
asked of 2,148 filter cigarette smokers to determine their awareness, trial and purchase of price/value cigarette brands. These telephone interviews were conducted from March 24th through May 3rd. A similar series of questions had been included in the 1986 Fall Tracking Study.

Following are the results for Cambridge Lights:

KEY FINDINGS

- Overall brand awareness of Cambridge Lights increased among total smokers, although on an unaided basis it remained virtually the same as the level observed in Fall 1986. Total and unaided advertising awareness, trial, purchase, and smoker share also were similar to previous levels.

	Fall '86	Spring '87
N =	2020	2148
	%	%
Brand Awareness	41	47
Unaided	5	4
Aided	36	43
Advertising Awareness	11	10
Unaided	3	2
Aided	8	8
Trial	4	3
Purchase	2	2
Smoker Share	0.5	0.7

By Subgroup:

- Virtually unchanged across most subgroups, unaided brand awareness did experience very slight declines among men (5% vs. 3%) and generic-priced smokers (10% vs. 7%). Unaided ad awareness was also down marginally among the generic-priced group (5% vs. 3%).

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FILE: CAMBRIDGE LIGHTS

Source: https://www.industrydocuments.ucsf.edu/docs/kskj0004